

# *City of Alexandria, Virginia*

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## **MEMORANDUM**

DATE: MARCH 26, 2010

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: JIM MASLANKA, DIVISION CHIEF, T&ES

SUBJECT: APRIL 7, 2010 MEETING – LONG RANGE TDM PLAN

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This memorandum provides a brief summary of the Office of Transit Services and Programs Long Range TDM Plan (the Plan).

General information on the Plan and a request for a subcommittee to be created to aid in the development of the Plan is below.

### **Background**

The Office of Transit Services and Programs (OTSP) is developing a long range Transportation Demand Management (TDM) Plan (the Plan) that will serve as a comprehensive road map for TDM programming and initiatives for the City.

The Plan will help pinpoint what transportation improvements and TDM measures are necessary to keep residents, employers and visitors moving efficiently into and out of the City of Alexandria.

### **Deliverables**

Cambridge Consultants has been secured by the City to deliver a final document that will include:

- *Plan and Program Evaluation*
- *Goals, objectives and strategies based off extensive research and investigation*
- *Comprehensive SWOT analysis*
- *Service Recommendations for Program*
- *Marketing Plan*

### **Request for Subcommittee**

The Transportation Commission has been identified as a major stakeholder of this Plan and because of this the OTSP is requesting that a working subcommittee be created insure that the Plan is aligned with the City's Transportation Chapter in the Master Plan.